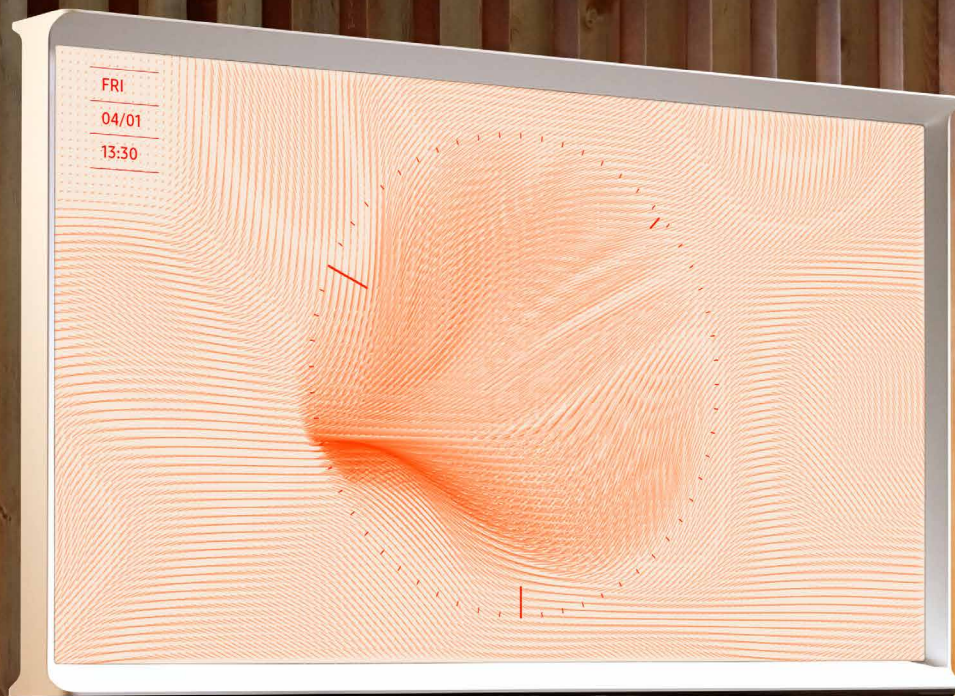


The Serif

Picture Quality	QLED 4K, Quantum Processor 4K, 4K AI Upscaling, Adaptive Picture, HDR 4X, 100% Colour Volume, Adaptive Picture
Sound Quality	40W, AVA
Design	Iconic Design, Ambient Mode+
Smart	Multi Voice Assist, Content guide, PC Mode, Music System, Multi View, NFC on TV



Model: LS01T

Size: 1m 38cm (55"), 1m 23cm (49"), 1m 08cm (43")

Images simulated.

*Samsung is ranked No.1 TV brand for 14 years. Source –Omdia, Jan-2020. Ranking in terms of shipments. Results are not an endorsement of Samsung. Any reliance on these results is at the third-party's own risk.

1 Redefine your entertainment space with The Serif TV



360 All-round Design

Enjoy looking at your TV from all angles, both in its picture and its design.



Ambient Mode +

Watch The Serif blend-in with your space, with skins that replicate your home décor.

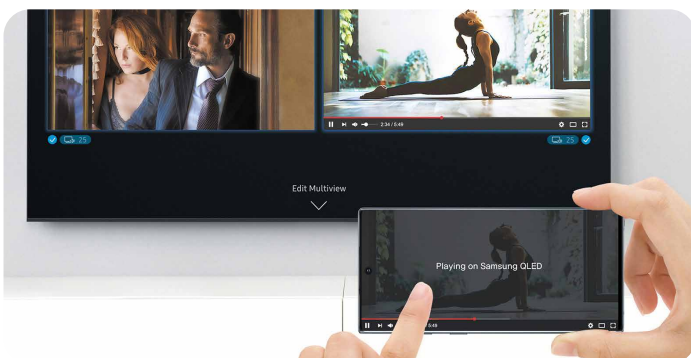
2 Optimized picture in any lighting environment



Adaptive Picture

Maintain optimum brightness and contrast levels with a TV that automatically adjusts to the lighting conditions of the room.

3 More ways to enjoy your TV



Multi View

Watch TV content and stream your smartphone content on a split screen, at the same time.



NFC on TV

Connect with your smartphone simply by placing it on top of The Serif.

The Frame

Picture Quality	QLED 4K, Quantum Processor 4K, 4K AI Upscaling, Adaptive Picture, 100% Colour Volume, Adaptive Picture, No Screen Burn-in
Sound Quality	40W, AVA
Design	Frame Design, No Gap Wall-Mount, One Invisible Connection, Art Mode
Smart	Multi Voice Assist, Content guide, PC Mode, Music System, Multi View



Global
No.1
TV for 14 years

100%

100% Colour Volume



Model: LS03T

Size: 1m 89cm (75")

Images simulated. Tripod stand is not available in India.
*Samsung is ranked No.1 TV brand for 14 years. Source –Omdia, Jan-2020. Ranking in terms of shipments. Results are not an endorsement of Samsung. Any reliance on these results is at the third-party's own risk.

1 TV when it's on. Art when it's off.



Art Mode

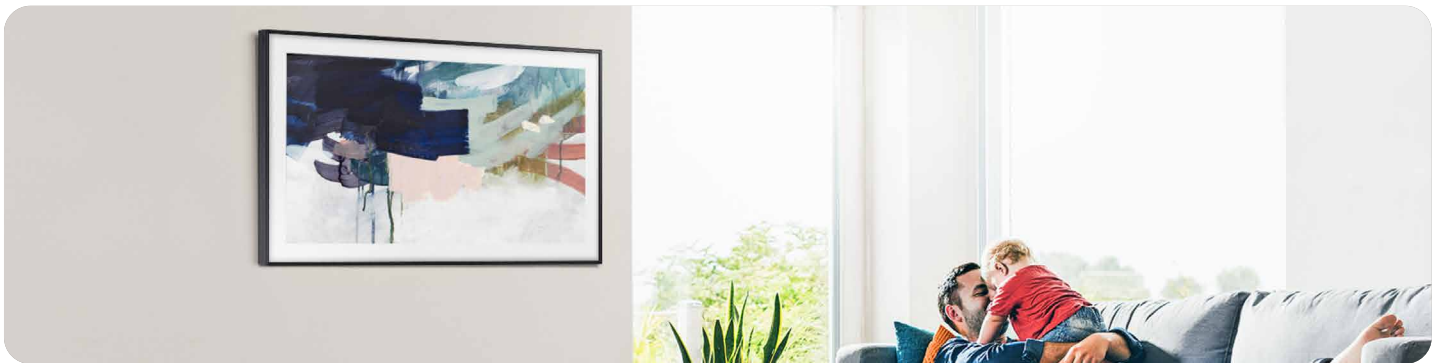
Turn your TV into a stunning work of art when it's off.



Motion Sensor

Detects your presence to show you artworks. Turns itself off to save energy when you're not around.

2 Designed to look like a frame



Frame-look Design

A TV design that seamlessly blends with your décor. It's equal parts TV and equal parts art.



One Invisible Connection and No Gap Wall-mount

Free your space of messy and tangled wires, and adjust it further for the perfect viewing angle.

TV specifications

Lifestyle TVs, Crystal 4K UHD



Series	Lifestyle		Crystal 4K UHD		
Models	LS01	LS03	TU8570	TU8000	TU7200
Screen Size	1m 38cm (55") 1m 23cm (49") 1m 08cm (43")	1m 89cm (75")	1m 63cm (65") 1m 38cm (55") 1m 08cm (43")	1m 89cm (75") 1m 63cm (65") 1m 38cm (55")	1m 78cm (70") 1m 38cm (55") 1m 25cm (50") 1m 08cm (43")
Picture Quality					
Resolution	4K	4K	4K	4K	4K
Colour	Quantum Dot Colour	Quantum Dot Colour	Dynamic Crystal Display	Crystal Display	Crystal Display
HDR	4X	4X	•	•	•
Processor	Quantum Processor 4K	Quantum Processor 4K	Crystal Processor	Crystal Processor	Crystal Processor
Adaptive Picture	•	•	-	-	-
Dual LED	-	•	•	-	-
Sound					
Sound	40W	40W	20W	20W	20W
Built-in Woofer	-	75"/65"/55"-Y 50"-N	-	-	-
Active Voice Amplifier	•	•	-	-	-
Design					
Art Mode / Ambient Mode	Ambient Mode+	Art Mode	Ambient Mode	Ambient Mode	-
One Invisible Connection	-	•	-	-	-
No Gap Wall-Mount	-	•	-	-	-
Bezel	Serif Design	Frame Design	3 Side Bezel-less	3 Side Bezel-less	3 Side Bezel-less
Smart					
Smart TV	•	•	•	•	•
One Remote Control	•	•	•	•	-
Multi Voice Assist	•	•	•	•	-
Amazon Alexa Built In	•	•	•	•	-
Works With Alexa	•	•	•	•	-
Content Guide	•	•	•	•	•
Personal Computer	•	•	•	•	•
Music System	•	•	•	•	•
Multi View	•	•	•	-	-
Home Cloud	•	•	•	•	•
Live Cast	•	•	•	•	•
Auto Hotspot Connect	•	•	•	•	•
BT Two-Way Audio	•	•	•	•	•
TV-Phone Screen Share	•	•	-	-	-
Phone-TV Screen Share	•	•	•	•	•
iDTV	-	-	•	-	-
Misc					
HDMI/USB	4/2	4/2	3/2	3/2	2/1

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